GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:1865
ANSWERED ON:05.08.2010
HANDLOOM MARK
Sugavanam Shri E.G.

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government is aware that only a very marginal number of weavers have registered themselves under the `Handloom Mark` labels in the country particularly in Tamil Nadu;

(b) if so, the number of weavers registered under the `Handloom Mark`, State-wise;

(c) whether the Government has taken any steps to propagate and promote the weavers for registering themselves under 'Handloom Mark` scheme;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SMT. PANABAAKA LAKSHMI)

(a) : The Handloom Mark Scheme was launched by the Hon'ble Prime Minister on 28/6/2006. The weavers and weavers' organisations registered under the scheme is 6645 out of which 4585 registrants are from Tamil Nadu. i.e almost 69% as follows: 3616 (individual weavers), 44 (Master weavers), 873(Primary Cooperative societies), 2(Apex Handloom Societies), 21 (Retailers and Traders), 24(Manufacturer Exporters), 4(Merchant Exporters) and 1(other category). The total number of Handloom Mark Labels sold all over India (as on 30/6/2010) are 1,61,20,848 out of which 76,89,015 are in Tamil Nadu.

(b) : The State-wise (category wise) list of weavers/weavers' organisations registered under the Handloom Mark Scheme is annexed.

(c) & (d) : (i) In order to generate awareness about Handloom Mark amongst weavers, various awareness programmes, seminars, workshops are conducted in Handloom clusters. So far 156 awareness programmes and 129 seminars have been conducted to promote Handloom Mark scheme.

(ii) In order to generate awareness amongst consumers and retailers wide publicity has been undertaken through electronic and print media.

(iii) Since Textiles Committee is the Implementing agency for promotion of Handloom Mark scheme, it sets up stalls in domestic and international exhibitions for generating awareness amongst domestic/international buyers. So far, Textiles Committee has participated in 38 domestic exhibitions/trade fairs and in 10 international exhibitions/trade fairs.

(iv) The web site namely www.handloommark.gov.in provides information on Handloom Mark Scheme and the various activities undertaken for its promotion.

(v) In order to enhance coverage, new categories of weavers' organizations i.e. Self Help Groups, Joint Liability Groups, Consortiums, Handloom Weaver Groups, Producer Companies which are recognised under Integrated Handloom Development Scheme have been made eligible for use of the Handloom Mark.

(vi) For encouraging use of Handloom Mark Labels, the price of Handloom Mark label has been reduced from 60 paise to 20 paise and the one time registration fee in case of individual weaver has been reduced to Rs.25/- (from Rs.100) while in case of Master weavers, Registration fee has been reduced to Rs.500/- (from Rs.2000/-). The application form is available free of cost.

(e) In view of the above, does not arise.